

## ABSTRACT OF THE DISCLOSURE

The present invention relates to various aspects for maintaining and utilizing login preference information of users of a network-based transaction facility. In one embodiment, user interface information is communicated to a client via a

- 5 communications network. The user interface information includes information concerning a plurality of features within the network-based transaction facility. The user interface information also specifies a login interface that facilitates user input of login preference information pertaining to each of the plurality of features. Further, the login preference information is received from the client via the communications
- 10 network and utilized to control user access to any of the plurality of features within the network-based transaction facility via the communications network.